

AMENDMENTS TO THE WRITTEN DESCRIPTION:

Please amend the following paragraphs as noted.

Page 7, paragraph beginning at line 9:

A1  
The interactive parallel coordinate system in this invention uses the multiple axes of the system to represent sequential steps which sessions take during their navigation of a Web site, and displays a large number of individual sessions as polygonal lines. The session is a set of events (that may be divided into subsets of events). Each of the axes represents one of the events in the session. An independent variable associated with the event represented on the respective axis is plotted for one or more of the events in the session. For example, the clickstream of a session is represented by a polygonal line that intersects its time stamp value for an event represented by the respective axis for the event.

Page 10, paragraph beginning at line 10:

A2  
For a more detailed description of micro-conversion, refer to U.S. patent application number 09/238,861 Patent No. 6,466,970, to J. Lee, L.

Morgenstern, M. Podlaseck, E. Schonberg, and D. Wood, entitled "A System and Method for Collecting and Analyzing Information About Content Requested in a Network (World Wide Web) Environment" issued on October 15, 2002, filed on January 27, 1999 and U.S. patent application number 09/238,348 to J. Lee, L. Morgenstern, M. Podlaseck, E. Schonberg, and D. Wood, entitled "Aggregating and Analyzing Information about Content Requested in an E-Commerce Web Environment to Determine Conversion Rates", filed on January 27, 1999.

Page 11, paragraph beginning at line 8:

See U.S. Patent Application number ~~xxx~~-09/654,202 entitled SYSTEM AND  
METHOD FOR VISUALLY ANALYZING CLICKSTREAM DATA WITH  
A PARALLEL COORDINATE SYSTEM, filed on ~~the same day as this~~  
~~application~~ September 1, 2000, to Juhnyoung Lee et al., which is herein  
incorporated by reference in its entirety.

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